

Appl. No. 09/349,676

Atricia Lewis
#20/E

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kristen Diane Ondeck
Appl. No. : 09/349,676
Filed : 08 July 1999
Title : Post-Sales Customization
According To Retailer's
Specification

Grp./Art Unit : 3622
Examiner: J. Janvier

5.27.03

Docket No. : PHA 23681

Assistant Commissioner for Patents

RESPONSE and AMENDMENT

RECEIVED
MAY 22 2003
GROUP 3600

Sir:

This is in response to the Office Action of 14 January 2003.

IN THE TITLE

Please delete the present title and insert therefore the following new title:

E1
METHOD OF CUSTOMIZING A PROGRAMMABLE PRODUCT BASED UPON
A RETAILER IDENTIFICATION CODE

IN THE CLAIMS

Please cancel Claims 1-9.

Please add new Claims 10-24 as follows.

- E1*
- 1 10. (New) A method of converting a base product into a retailer-specific product,
 - 2 comprising:
 - 3 providing at least one base product to each of a plurality of retailers, each
 - 4 retailer having indentifying information;